

# Baby Personal Care Global Industry Almanac - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

Baby Personal Care Global Industry Almanac - Market Summary, Competitive Analysis and Forecast to 2024

### SUMMARY

Global Baby Personal Care industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The baby personal care market consists of the retail sale of baby toiletries and diapers. The baby toiletries segment consists of liquid and solid based bathing products, lotions, oils, powders, shampoos and wipes (baby toiletries). The diapers segment consists of baby, cloth and training. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2019 exchange rates.

The global baby personal care market had total revenues of \$39.8bn in 2019, representing a compound annual growth rate (CAGR) of 6.3% between 2015 and 2019.

Market consumption volume increased with a CAGR of 3.7% between 2015 and 2019, to reach a total of 9,425.9 million units in 2019.

Increasing disposable income and rapid urbanization are the primary factors supporting the growth of this market.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global baby personal care market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global baby personal care market

Leading company profiles reveal details of key baby personal care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global baby personal care market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the global baby personal care market by value in 2019?

What will be the size of the global baby personal care market in 2024?

What factors are affecting the strength of competition in the global baby personal care market?

How has the market performed over the last five years?

Who are the top competitors in the global baby personal care market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL BABY PERSONAL CARE**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

### **4 BABY PERSONAL CARE IN ASIA-PACIFIC**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

### **5 BABY PERSONAL CARE IN EUROPE**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators

## **6 BABY PERSONAL CARE IN FRANCE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

## **7 BABY PERSONAL CARE IN GERMANY**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators

## **8 BABY PERSONAL CARE IN AUSTRALIA**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

## **9 BABY PERSONAL CARE IN BRAZIL**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation

- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators

## **10 BABY PERSONAL CARE IN CANADA**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

## **11 BABY PERSONAL CARE IN CHINA**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

## **12 BABY PERSONAL CARE IN INDIA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

## **13 BABY PERSONAL CARE IN INDONESIA**

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

## **14 BABY PERSONAL CARE IN ITALY**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators

## **15 BABY PERSONAL CARE IN JAPAN**

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

## **16 BABY PERSONAL CARE IN MEXICO**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators

## **17 BABY PERSONAL CARE IN THE NETHERLANDS**

- 17.1. Market Overview
- 17.2. Market Data
- 17.3. Market Segmentation
- 17.4. Market outlook
- 17.5. Five forces analysis
- 17.6. Macroeconomic Indicators

## **18 BABY PERSONAL CARE IN NORTH AMERICA**

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation
- 18.4. Market outlook
- 18.5. Five forces analysis

## **19 BABY PERSONAL CARE IN RUSSIA**

- 19.1. Market Overview
- 19.2. Market Data
- 19.3. Market Segmentation
- 19.4. Market outlook
- 19.5. Five forces analysis
- 19.6. Macroeconomic Indicators

## **20 BABY PERSONAL CARE IN SCANDINAVIA**

- 20.1. Market Overview
- 20.2. Market Data
- 20.3. Market Segmentation
- 20.4. Market outlook
- 20.5. Five forces analysis

## **21 BABY PERSONAL CARE IN SINGAPORE**

- 21.1. Market Overview
- 21.2. Market Data
- 21.3. Market Segmentation
- 21.4. Market outlook
- 21.5. Five forces analysis
- 21.6. Macroeconomic Indicators

## **22 BABY PERSONAL CARE IN SOUTH AFRICA**

- 22.1. Market Overview
- 22.2. Market Data
- 22.3. Market Segmentation
- 22.4. Market outlook
- 22.5. Five forces analysis

22.6. Macroeconomic Indicators

## **23 BABY PERSONAL CARE IN SOUTH KOREA**

23.1. Market Overview

23.2. Market Data

23.3. Market Segmentation

23.4. Market outlook

23.5. Five forces analysis

23.6. Macroeconomic Indicators

## **24 BABY PERSONAL CARE IN SPAIN**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

24.6. Macroeconomic Indicators

## **25 BABY PERSONAL CARE IN TURKEY**

25.1. Market Overview

25.2. Market Data

25.3. Market Segmentation

25.4. Market outlook

25.5. Five forces analysis

25.6. Macroeconomic Indicators

## **26 BABY PERSONAL CARE IN THE UNITED KINGDOM**

26.1. Market Overview

26.2. Market Data

26.3. Market Segmentation

26.4. Market outlook

26.5. Five forces analysis

26.6. Macroeconomic Indicators

## **27 BABY PERSONAL CARE IN THE UNITED STATES**



- 27.1. Market Overview
- 27.2. Market Data
- 27.3. Market Segmentation
- 27.4. Market outlook
- 27.5. Five forces analysis
- 27.6. Macroeconomic Indicators

## **28 COMPANY PROFILES**

- 28.1. The Procter & Gamble Co
- 28.2. Kimberly-Clark Corp
- 28.3. Unicharm Corp
- 28.4. Svenska Cellulosa Aktiebolaget
- 28.5. L'Oreal SA
- 28.6. Nestle SA
- 28.7. Johnson & Johnson
- 28.8. Johnson & Johnson do Brasil Industria e Comercio de Produtos para Saude Ltda
- 28.9. Dabur India Limited
- 28.10. Procter & Gamble Hygiene and Health Care Ltd
- 28.11. Kao Corporation
- 28.12. Ontex Group NV
- 28.13. DSG International (Thailand) Public Company Limited
- 28.14. LG Corp
- 28.15. Procter & Gamble UK
- 28.16. Kimberly-Clark Ltd

## **29 APPENDIX**

- 29.1. Methodology
- 29.2. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Global baby personal care market value: \$ million, 2015-19
- Table 2: Global baby personal care market volume: million units, 2015-19
- Table 3: Global baby personal care market category segmentation: \$ million, 2019
- Table 4: Global baby personal care market geography segmentation: \$ million, 2019
- Table 5: Global baby personal care market share: % share, by value, 2019
- Table 6: Global baby personal care market distribution: % share, by value, 2019
- Table 7: Global baby personal care market value forecast: \$ million, 2019-24
- Table 8: Global baby personal care market volume forecast: million units, 2019-24
- Table 9: Global size of population (million), 2015-19
- Table 10: Global gdp (constant 2005 prices, \$ billion), 2015-19
- Table 11: Global gdp (current prices, \$ billion), 2015-19
- Table 12: Global inflation, 2015-19
- Table 13: Global consumer price index (absolute), 2015-19
- Table 14: Global exchange rate, 2016-20
- Table 15: Asia-Pacific baby personal care market value: \$ million, 2015-19
- Table 16: Asia-Pacific baby personal care market volume: million units, 2015-19
- Table 17: Asia-Pacific baby personal care market category segmentation: \$ million, 2019
- Table 18: Asia-Pacific baby personal care market geography segmentation: \$ million, 2019
- Table 19: Asia-Pacific baby personal care market share: % share, by value, 2019
- Table 20: Asia-Pacific baby personal care market distribution: % share, by value, 2019
- Table 21: Asia-Pacific baby personal care market value forecast: \$ million, 2019-24
- Table 22: Asia-Pacific baby personal care market volume forecast: million units, 2019-24
- Table 23: Europe baby personal care market value: \$ million, 2015-19
- Table 24: Europe baby personal care market volume: million units, 2015-19
- Table 25: Europe baby personal care market category segmentation: \$ million, 2019
- Table 26: Europe baby personal care market geography segmentation: \$ million, 2019
- Table 27: Europe baby personal care market share: % share, by value, 2019
- Table 28: Europe baby personal care market distribution: % share, by value, 2019
- Table 29: Europe baby personal care market value forecast: \$ million, 2019-24
- Table 30: Europe baby personal care market volume forecast: million units, 2019-24
- Table 31: Europe size of population (million), 2015-19
- Table 32: Europe gdp (constant 2005 prices, \$ billion), 2015-19

- Table 33: Europe gdp (current prices, \$ billion), 2015-19
- Table 34: Europe inflation, 2015-19
- Table 35: Europe consumer price index (absolute), 2015-19
- Table 36: Europe exchange rate, 2016-20
- Table 37: France baby personal care market value: \$ million, 2015-19
- Table 38: France baby personal care market volume: million units, 2015-19
- Table 39: France baby personal care market category segmentation: \$ million, 2019
- Table 40: France baby personal care market geography segmentation: \$ million, 2019
- Table 41: France baby personal care market share: % share, by value, 2019
- Table 42: France baby personal care market distribution: % share, by value, 2019
- Table 43: France baby personal care market value forecast: \$ million, 2019-24
- Table 44: France baby personal care market volume forecast: million units, 2019-24
- Table 45: France size of population (million), 2015-19
- Table 46: France gdp (constant 2005 prices, \$ billion), 2015-19
- Table 47: France gdp (current prices, \$ billion), 2015-19
- Table 48: France inflation, 2015-19
- Table 49: France consumer price index (absolute), 2015-19
- Table 50: France exchange rate, 2016-20
- Table 51: Germany baby personal care market value: \$ million, 2015-19
- Table 52: Germany baby personal care market volume: million units, 2015-19
- Table 53: Germany baby personal care market category segmentation: \$ million, 2019
- Table 54: Germany baby personal care market geography segmentation: \$ million, 2019
- Table 55: Germany baby personal care market share: % share, by value, 2019
- Table 56: Germany baby personal care market distribution: % share, by value, 2019
- Table 57: Germany baby personal care market value forecast: \$ million, 2019-24
- Table 58: Germany baby personal care market volume forecast: million units, 2019-24
- Table 59: Germany size of population (million), 2015-19
- Table 60: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 61: Germany gdp (current prices, \$ billion), 2015-19
- Table 62: Germany inflation, 2015-19
- Table 63: Germany consumer price index (absolute), 2015-19
- Table 64: Germany exchange rate, 2016-20
- Table 65: Australia baby personal care market value: \$ million, 2015-19
- Table 66: Australia baby personal care market volume: million units, 2015-19
- Table 67: Australia baby personal care market category segmentation: \$ million, 2019
- Table 68: Australia baby personal care market geography segmentation: \$ million, 2019
- Table 69: Australia baby personal care market share: % share, by value, 2019
- Table 70: Australia baby personal care market distribution: % share, by value, 2019
- Table 71: Australia baby personal care market value forecast: \$ million, 2019-24

Table 72: Australia baby personal care market volume forecast: million units, 2019-24

## List Of Figures

### LIST OF FIGURES

Figure 1: Global baby personal care market value: \$ million, 2015-19

Figure 2: Global baby personal care market volume: million units, 2015-19

Figure 3: Global baby personal care market category segmentation: % share, by value, 2019

Figure 4: Global baby personal care market geography segmentation: % share, by value, 2019

Figure 5: Global baby personal care market share: % share, by value, 2019

Figure 6: Global baby personal care market distribution: % share, by value, 2019

Figure 7: Global baby personal care market value forecast: \$ million, 2019-24

Figure 8: Global baby personal care market volume forecast: million units, 2019-24

Figure 9: Forces driving competition in the global baby personal care market, 2019

Figure 10: Drivers of buyer power in the global baby personal care market, 2019

Figure 11: Drivers of supplier power in the global baby personal care market, 2019

Figure 12: Drivers of degree of rivalry in the global baby personal care market, 2019

Figure 13: Asia-Pacific baby personal care market value: \$ million, 2015-19

Figure 14: Asia-Pacific baby personal care market volume: million units, 2015-19

Figure 15: Asia-Pacific baby personal care market category segmentation: % share, by value, 2019

Figure 16: Asia-Pacific baby personal care market geography segmentation: % share, by value, 2019

Figure 17: Asia-Pacific baby personal care market share: % share, by value, 2019

Figure 18: Asia-Pacific baby personal care market distribution: % share, by value, 2019

Figure 19: Asia-Pacific baby personal care market value forecast: \$ million, 2019-24

Figure 20: Asia-Pacific baby personal care market volume forecast: million units, 2019-24

Figure 21: Forces driving competition in the baby personal care market in Asia-Pacific, 2019

Figure 22: Drivers of buyer power in the baby personal care market in Asia-Pacific, 2019

Figure 23: Drivers of supplier power in the baby personal care market in Asia-Pacific, 2019

Figure 24: Drivers of degree of rivalry in the baby personal care market in Asia-Pacific, 2019

Figure 25: Europe baby personal care market value: \$ million, 2015-19

Figure 26: Europe baby personal care market volume: million units, 2015-19

Figure 27: Europe baby personal care market category segmentation: % share, by value, 2019

Figure 28: Europe baby personal care market geography segmentation: % share, by value, 2019

Figure 29: Europe baby personal care market share: % share, by value, 2019

Figure 30: Europe baby personal care market distribution: % share, by value, 2019

Figure 31: Europe baby personal care market value forecast: \$ million, 2019-24

Figure 32: Europe baby personal care market volume forecast: million units, 2019-24

Figure 33: Forces driving competition in the baby personal care market in Europe, 2019

Figure 34: Drivers of buyer power in the baby personal care market in Europe, 2019

Figure 35: Drivers of supplier power in the baby personal care market in Europe, 2019

Figure 36: Drivers of degree of rivalry in the baby personal care market in Europe, 2019

Figure 37: France baby personal care market value: \$ million, 2015-19

Figure 38: France baby personal care market volume: million units, 2015-19

Figure 39: France baby personal care market category segmentation: % share, by value, 2019

Figure 40: France baby personal care market geography segmentation: % share, by value, 2019

Figure 41: France baby personal care market share: % share, by value, 2019

Figure 42: France baby personal care market distribution: % share, by value, 2019

Figure 43: France baby personal care market value forecast: \$ million, 2019-24

Figure 44: France baby personal care market volume forecast: million units, 2019-24

Figure 45: Forces driving competition in the baby personal care market in France, 2019

Figure 46: Drivers of buyer power in the baby personal care market in France, 2019

Figure 47: Drivers of supplier power in the baby personal care market in France, 2019

Figure 48: Drivers of degree of rivalry in the baby personal care market in France, 2019

Figure 49: Germany baby personal care market value: \$ million, 2015-19

Figure 50: Germany baby personal care market volume: million units, 2015-19

Figure 51: Germany baby personal care market category segmentation: % share, by value, 2019

Figure 52: Germany baby personal care market geography segmentation: % share, by value, 2019

Figure 53: Germany baby personal care market share: % share, by value, 2019

Figure 54: Germany baby personal care market distribution: % share, by value, 2019

Figure 55: Germany baby personal care market value forecast: \$ million, 2019-24

Figure 56: Germany baby personal care market volume forecast: million units, 2019-24

Figure 57: Forces driving competition in the baby personal care market in Germany, 2019

Figure 58: Drivers of buyer power in the baby personal care market in Germany, 2019

Figure 59: Drivers of supplier power in the baby personal care market in Germany, 2019

Figure 60: Drivers of degree of rivalry in the baby personal care market in Germany, 2019

Figure 61: Australia baby personal care market value: \$ million, 2015-19

Figure 62: Australia baby personal care market volume: million units, 2015-19

Figure 63: Australia baby personal care market category segmentation: % share, by value, 2019

Figure 64: Australia baby personal care market geography segmentation: % share, by value, 2019

Figure 65: Australia baby personal care market share: % share, by value, 2019

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